

AMENDMENT TO CLAIMS

Please amend the claims as follows:

1. (amended) A closed loop system for delivering information obtained from an information content source to a playback device, comprising:

a mobile-content server comprising:

a website interconnected to the information content source, operating on the mobile-content server and available for access by a user;

a database for storing, ~~among other things~~, user information; and

a server application operating on the mobile-content server and enabling

10 the mobile-content server to:

retrieve the user information from the database;

obtain content segments from the information content source;

create a content package including at least one content segment;

deliver the content package to a client platform; and

15 receive response information from the client platform, the response information being associated with at least one previously delivered content segment; and

the client platform comprising:

a web browser for interacting with the website operating on the mobile-content server; and

20 a client application operating on the client platform and enabling the client platform to:

download the content package from the mobile-content server to the playback device;

25 receive response information initiated by a user off from the playback device, the response information being associated with a currently active segment; and

deliver the response information to the mobile-content server.

2. (original) The closed loop system of claim 1, wherein the server application operating on the mobile-content server, further enables the mobile-content server to convert information obtained in a textual data format from the information content source into an audio
30 format.

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B3 3. (original) The closed loop system of claim 1 wherein the mobile-content server further comprises an advertising database for storing advertisement segments.

4. (original) The closed loop system of claim 3 wherein the server application creates the content package by aggregating content segments and placing advertisement segments from the advertising database juxtaposed between each respective non-advertising content segment.

5 5. (original) The closed loop system of claim 4 wherein the server application selects the advertisement segments from the advertising database based, at least in part, on the user information.

10 6. (original) The closed loop system of claim 1 wherein the server application assigns a unique identifier to each content segment and maintains a database of unique identifiers and associated content segments.

15 7. (original) The closed loop system of claim 1 wherein user information comprises name, company, email address, shipping address, delivery address, and credit card information of the user.

8. (amended) The closed loop system of claim 1 wherein user information includes preference information ~~comprising~~ identifying specific content and content categories that the user desires.

20 9. (original) The closed loop system of claim 1 wherein the user information includes scheduling information and the server application retrieves information from an information content source and creates the content package based on the scheduling information.

10. (original) The closed loop system of claim 1 wherein the user information includes scheduling information and the server application delivers the content package to the client platform based on the scheduling information.

25 11. (original) The closed loop system of claim 1 wherein the client platform delivers the content package based on a user's request generated at the client platform.

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B3 12. (original) The closed loop system of claim 1 wherein at least one of the content segments includes textual data.

13. (original) The closed loop system of claim 1 wherein at least one of the content segments includes audio data.

5 14. (original) The closed loop system of claim 1 wherein at least one of the content segments includes video data.

15. (original) The closed loop system of claim 1 wherein the mobile-content server and the client platform are included within a single computer system.

16. (cancelled)

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25. (cancelled)

26. (cancelled)

20 27. (cancelled)

28. (withdrawn)

29. (withdrawn)

30. (withdrawn)

31. (withdrawn)

25 32. (withdrawn)

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B4 33. (amended) A method for providing directed information, including advertising and non-advertising content, to a playback device based on a closed loop operation, the method comprising the steps of:

receiving user information;

5 obtaining directed information from one or more information sources based at least in part on the user information;

formatting the directed information into a content package, the content package including one or more content segments;

assigning a unique identifier to each content segment within the content package;

10 delivering the content package along with the unique identifier for each content segment of the content package to the playback device; and

receiving response information from the playback device, the response information including the unique identifier of a previously delivered the content segment associated with the response.

15 34. (original) The method of claim 33, wherein the step of obtaining directed information from one or more information sources comprises the steps of:

parsing the user information to obtain a schedule; and

accessing an information source to obtain information in accordance with the schedule.

20 35. (original) The method of claim 33, wherein the step of obtaining directed information from one or more information sources comprises the steps of:

parsing the user information to obtain a search term;

searching the Internet based on the search term to identify an information source containing information related to the search term; and

25 initiating the download of the information related to the search term.

36. (original) The method of claim 33, wherein the step of obtaining directed information from one or more information sources comprises the steps of:

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B3 parsing the user information to obtain a search term;

searching the Internet based on the search term to identify an information source containing information, in a raw data format, related to the search term; and

initiating the download of the information related to the search term.

5 37. (amended) The method of claim 35, wherein the step of formatting the information into a content package comprises the step of converting the information from the a raw data format into one or more content segments.

38. (original) The method of claim 33, wherein the step of obtaining directed information from one or more information sources comprises the steps of:

10 parsing the user information to obtain a search term;

searching the Internet based on the search term to identify an information source containing information, in the format of one or more content segments, related to the search term; and

initiating the download of the information related to the search term.

15 39. (original) The method of claim 33, wherein the step of obtaining directed information from one or more information sources comprises the steps of:

parsing the user information to identify the directed information to be obtained;

identifying an Internet accessible address of an information source containing the directed information in the format of one or more content segments; and

20 initiating the download of the directed information.

40. (original) The method of claim 33, wherein the step of obtaining directed information from one or more information sources comprises the steps of:

parsing the user information to identify the directed information to be obtained;

25 identifying an Internet accessible address of an information source containing the desired information in a raw data format; and

initiating the download of the desired information.

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B3 41. (original) The method of claim 39, wherein the step of formatting the information into a content package comprises the step of converting the information from ~~the~~ a raw data format into one or more content segments.

5 42. (original) The method of claim 33, wherein the step of obtaining directed information from one or more information sources comprises the steps of:
parsing the user information to identify the directed information to be obtained;
identifying an Internet accessible address of an information source containing the desired information in the format of a content package; and
initiating the download of the desired information.

10 43. (original) The method of claim 33, wherein the step of obtaining directed information from one or more information sources comprises the step of obtaining information based at least in part on the response information.

15 44. (original) The method of claim 33, wherein the step of delivering the content package ~~obtaining directed information from one or more information sources~~ comprises the steps of:

parsing the user information to obtain a delivery schedule; and
delivering the content package in accordance with the delivery schedule.

20 45. (amended) A mobile application server comprising:
a website accessible to a user for inputting user information comprising a user name, profile information, preference information, and scheduling information;
a user database for storing the user information; and
a server application for retrieving the preference information, retrieving web content from a content source, creating information content segments for the user based at least in part on the preference information and the web content, creating a content package, and
25 delivering the content package to a playback device, said server application further functional to receive response information associated with previously download segments from the playback device and initiate actions based on the response information.

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B3 46. (original) The mobile application server of claim 45 wherein the server application is further functional to convert textual data to audio data.

47. (original) The mobile application server of claim 45 wherein the mobile application server further comprises an advertising database for storing advertisement content segments that include audio advertisements.

48. (original) The mobile application server of claim 47 wherein the server application creates the content package by aggregating information content segments and advertisement content segments juxtaposed between each information content segment.

49. (original) The mobile application server of claim 48 wherein the server application selects the advertisement content segments for placement based at least in part on the user information.

50. (original) The mobile application server of claim 45 wherein the server application assigns a unique identifier to each information content segment and maintains a database of unique identifiers and associated information content segment.

51. (original) The mobile application server of claim 45 wherein the server application assigns a unique identifier to each advertisement content segment and stores that unique identifier in the advertisement database associated with the advertisement content segments.

52. (original) The mobile application server of claim 45 wherein profile information comprises the company, email address, shipping address, delivery address, and credit card information of a user.

53. (original) The mobile application server of claim 45 wherein preference information includes desired content and content categories.

54. (original) The mobile application server of claim 45 wherein the server application retrieves web content, creates information content segments and creates content packages based on the scheduling information of a user.

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B3 55. (original) The mobile application server of claim 45 wherein the web content comprises textual, audio and video data.

56. (amended) A method of delivering content and receiving responses to the content, wherein the content includes web based information, the method comprising the steps of:

5 aggregating a content package, the content package including at least one content segment;

delivering the content package to a playback device;

receiving a response from the playback device, the response being associated with a particular previously delivered content segment; and

10 initiating actions based on the responses.

57. (original) The method of claim 56 wherein the step of aggregating a content package further comprises the step of inserting at least one advertising content segment into the content package.

15 58. (amended) The method of claim 57 wherein the step of inserting an advertising content segment further comprises the steps of:

examining a user's profile information; and

selecting ~~the~~and advertising content segment based at least in part on the user's profile information.

20 59. (original) The method of claim 58 further comprising the step of:
crediting the user with points as a function of the information that the user supplies in the user's profile information.

60. (original) The method of claim 59 further comprising the step of:
redeeming the user's points for cash.

25 61. (original) The method of claim ~~59~~60 further comprising the step of:
redeeming the user's points for discounts with advertisers.

62. (original) The method of claim 56 wherein the step of aggregating a content package further comprises the steps of:

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B3 examining a user's preference information; and
gathering web based information as content segments based, at least in part, on the
user's preference information.

63. (original) The method of claim 56 wherein the step of delivering the content
5 package to a playback device further comprises the step of examining a user's schedule
information and delivering the content package to the user based, at least in part, on that schedule
information.

64. (original) The method of claim 56 wherein the step of delivering the content
package to a playback device further comprises the step of receiving a content package delivery
10 request from the playback device and downloading the content package in response to said
request.

65. (cancelled)

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74. (cancelled).

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79. (cancelled).

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81. (cancelled).

82. (cancelled).

83. (cancelled).

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86. (cancelled).

87. (cancelled).

88. (cancelled).

89. (cancelled).

10 90. (cancelled).

91. (withdrawn)

92. (withdrawn)

93. (new) The closed loop system of claim 1, wherein the response information includes a response type.